



June is Recreation Month

Working Group Terms of Reference

1. Purpose

The working group exists to collaboratively plan, promote, and coordinate June is Recreation Month activities across the region, ensuring shared impact, consistent messaging, and accessible recreation opportunities for all residents.

2. Objectives

- Develop and promote regional activities aligned with June is Recreation Month themes
- Coordinate marketing and communications efforts
- Share resources, staff support, and expertise
- Strengthen collaboration among recreation and community partners
- Track participation and highlight community impact

3. Membership

Membership is open to:

- Municipal and First Nations recreation departments
- Health and wellness organizations
- Community-based organizations supporting recreation, inclusion, and wellbeing
- Other partners as determined by the group

4. Roles and Responsibilities

Regional Coordinator / Co-Coordination

- Facilitate meetings and communication
- Ensure timelines and deliverables are met
- Act as the regional liaison with provincial organizers

Task Team Roles

(Assign each role to someone in the region – one person can hold more than one role)

- Communications Lead: Collects local activity details and shares with Promotions Lead.
- Promotions Lead: Designs and distributes marketing materials, manages social media, connects with media partners.

Explore.
Play.
Discover.

- Evaluation Lead: Tracks participation, gathers feedback, and collects regional data.
- Grants/Budget Lead: Applies for funding opportunities, manages shared budgets.
- Community Partner Liaison: Maintains relationships with local organizations and supports activity alignment.

5. Meetings

- Scheduled monthly from January–May
- Scheduled bi-weekly during June
- Additional meetings as needed
- Decisions will be made by consensus where possible.

6. Communication

The group will use shared digital tools such as Google Drive, email lists, or the Wellnify App to coordinate resources, timelines, and promotional materials.

7. Review

The Terms of Reference will be reviewed annually following the June debrief to incorporate improvements and adjust for evolving regional needs.